

# Eye Health Month 2009

## WRAP-UP REPORT



As daily digital screen time increases, so does the risk of eye and vision ailments, including computer vision syndrome (CVS). *Canadians & Screen Time – Be Kind to Your Eyes*, the theme of the 2009 Eye Health Month campaign, captured the media and public's attention, with pick-up on stories outlasting Eye Health Month, spilling into November and beyond.

The 2009 campaign, conducted by Fleishman-Hillard, had multiple objectives. Enhancing the profile of Eye Health Month in October, building on past Eye Health Month campaigns and promoting optometrists as the “go to” health care practitioners for eye and vision health, as well as emphasizing the importance of routine comprehensive eye exams have been ongoing strategies of the public awareness campaign.

This year, results from a survey of Canadian optometrists, and a survey conducted by Leger Marketing, were used to raise awareness of computer vision syndrome, particularly among Canada's baby boomer population.

Results of the Leger Marketing survey indicated that female baby boomers are the group at greatest risk of developing computer vision syndrome. Female baby boomers are reporting more eye and vision ailments associated with high screen time than male baby boomers. A concise version of the Leger Survey is posted on the Eye Health Month page at [opto.ca](http://opto.ca).

Several different tactics were executed during Eye Health Month to achieve campaign objectives. Three different matte stories, were developed and distributed throughout Canada, that highlighted female baby boomers, computer vision syndrome, and overall eye health.

Audio and video new releases were distributed to traditional media outlets across Canada and online to popular websites, that either focused on the Canadian baby boomer population, or on health related subjects.

*Be Kind To Your Eyes*, highlighting computer vision syndrome, and *Eye and Vision Health for Your Kids* were two online videos that were specifically created for the web and placed on YouTube and other sites.

In addition, several message review sessions were conducted with optometrists who acted as spokespeople from across Canada to ensure consistent and on target messaging. The media release was distributed on national newswire

in Vancouver, Calgary, Edmonton, Winnipeg, Saskatoon, Toronto, Ottawa and Halifax.

A separate pitch was developed specifically for blogger outreach.

Results from the campaign were very impressive in 2009, with 108,016,266 million media impressions achieved – a huge jump from the 15 million impressions in 2008. Coverage of the eye health message was strong across all forms of media, from print to television to online sources. Media is generally skeptical about picking up stories on health. Fleishman-Hillard expected four print stories and instead got pick-up on 21 print stories. “There was a huge appetite for this year's Eye Health Month theme of computer vision syndrome”, said Lauren Bondar, the consultant at Fleishman-Hillard. Fleishman-Hillard attributes the pick up to the CVS theme, but also to the fact that our spokespeople were fantastic. They made themselves available, they were strongly credible and on target with the message.

### THANK YOU TO THE MEDIA SPOKESPEOPLE

The following CAO members volunteered to be media spokespeople during Eye Health Month and participated in media training to prepare for the campaign.

#### Nova Scotia

Dr. Carol Doman  
Dr. Allison Scott

#### New Brunswick

Dr. Lillian Linton

#### PEI

Dr. Susan Judson  
Dr. Bonnie Gallant

#### Quebec

Dr. Langis Michaud

#### Ontario

Dr. Mira Acs  
Dr. Joseph Chan  
Dr. Thomas Noël  
Dr. Kirsten North

#### Saskatchewan

Dr. Leland Kolbenson

#### Manitoba

Dr. Scott Mundle  
Dr. Don Williamson

#### Alberta

Dr. Diana Monea  
Dr. Riaz Ahmed  
Dr. Neepun Sharma  
Dr. Kim Bugera

#### Vancouver

Dr. Antoinette Dumalo  
Dr. Michael Kellam  
Dr. Manbir Randhawa

FLEISHMAN-HILLARD ATTRIBUTES THE PICK UP TO THE CVS THEME, BUT ALSO TO THE FACT THAT OUR SPOKESPEOPLE WERE FANTASTIC. THEY MADE THEMSELVES AVAILABLE, THEY WERE STRONGLY CREDIBLE AND ON TARGET WITH THE MESSAGE.



Eleven billboards graced Winnipeg during Eye Health Month.



Dr. Mel Soicher's reception area.

## CAMPAIGN RESULTS

- 108,016,266 million impressions achieved
- Strong mainstream and online media coverage
- Success across all forums with media interviews secured with Tier 1 outlets including – CityTV Toronto, Canada AM, Vancouver Sun, Global News and Best Health Magazine.
- Community coverage across Canada of the matte stories, ANR and VNR
- Online video pick-up on popular web-sites including Rogers Videos, AOL Videos and AOL Canada
- Prominent display on YouTube
- Strong delivery of messaging
- Strong spokesperson roster
- Cost per contact: \$0.001

## BREAKDOWN OF CAMPAIGN RESULTS

- **Matte Stories**
  - 8 hits - Three matte stories
  - 1,597,374 – TOTAL IMPRESSIONS
- **Traditional Media**
  - 21 Print Stories
  - 18 Online News Stories
  - 38 Television Stories
  - 34 Radio Stories
  - 2 Magazine Stories
  - 17,359,056 – TOTAL IMPRESSIONS
- **Online Video Coverage**
  - 29 websites hosting VNR
  - 15 websites hosting online videos
  - 89,059,836 – TOTAL IMPRESSIONS

## EYE DARE YOU – 2009 Winners

Spokespeople across Canada did a bang-up job participating in interviews that were picked up the media across Canada. Their names were entered in the *Eye Dare You* contest. In addition, fellow optometrists who entered *Eye Dare You*, creatively came up with other ways of promoting awareness of eye health at the local level during October.

Posters, newspaper ads, and outdoor billboards using the Eye Health Month theme or the *Inside Out* campaign were downloaded, printed and purchased or used by provincial associations, and clinics. An article on children and Computer Vision Syndrome (CVS) was submitted to and printed by *Winnipeg Parent Magazine*. Not all endeavors focused on the theme of CVS. Some tied in their efforts with Kids' Health Day, and others with World Site Day

by offering free eye exams that day. Presentations were given at seniors' residences, schools, a women's networking meeting, a Chambers of Commerce meeting, a Rotary Club Banquet, and to a diabetes group. A four hour training session was given to final year medical students during rotation at the Fort St. John Hospital. A preschool toured an optometrist's office. A "thoroughly disgusting" talk on eye disease and assistance with eyeball dissection was given to a grade eight class, and a lecture was given to the Illumination Engineering Society. Pacific Eye Doctors Dunbar partnered with a local grocery store, placed signs near various food items, like spinach, that listed the nutritive benefits of the food item to macular health, and then distributed handouts at the checkout counter. In one clinic a draw was held for a prize of sunglasses.

Incentives were offered by another clinic through the creation of a Facebook site where fans were rewarded with a 10% discount on their next purchase of glasses or contacts if they could name the closest intersection where they saw an *Inside Out* campaign billboard.

These are just a few examples of the wonderful energy that went out to promote optometry.

Congratulations to this year's winner, **Dr. Michelle Georgi** of Village Optical. She won \$500.

**NBAO** won this year for promoted more activity, in conjunction with Eye Health Month, than any other province.

## Thank you to our 2009 EYE HEALTH COUNCIL OF CANADA partners

Our Eye Health Council of Canada (EHCC) industry partners play an important role in providing support to the national public awareness program. The goal of the public education program is to establish the importance of preventive eye care — making regular eye exams as automatic to Canadians as other routine health care. Funding from our EHCC partners is used to pay for production of the television campaign ads, research, and the annual Eye Health Month campaign.

